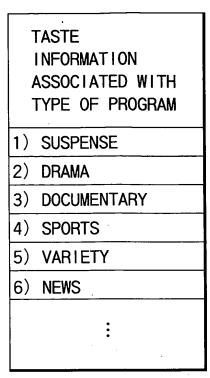


F1G.1



F I G. 2A

TASTE					
INFORMATION					
ASSOCIATED WITH					
CONTENTS OF					
PROGRAM					
MOVIE (3)					
1) ACTION SCENE					
2) LOVE SCENE					
3) CLIMAX SCENE					
NEWS (4)					
1) POLITICS					
2) ECONOMY					
3) SPORTS					
4) CITY NEWS					
i i					

F I G. 2B

	KEYWORD
	REPRESENTING
	TASTE
	1) FAVORITE FOOD:
	APPLE
	2) FAVORITE SPORT:
	SOCCER
	3) FAVORITE PROVERB:
	TIME IS MONEY
	:
1	
	F I G. 2E
	11G.2L

TASTE				
INFORMATION				
ASSOCIATED WITH				
PRODUCTION OF				
PROGRAM				
FILM DIRECTOR (2)				
1) ICHIRO TOSHIBA				
2) JIRO TOSHIBA				
ACTOR (2)				
1) SABURO TOSHIBA				
2) SHIRO TOSHIBA				
ACTRESS (1)				
HANAKO TOSHIBA				
COMPOSER (1)				
GORO TOSHIBA				
:				

F I G. 2C

!	PERSONAL					
	PROFILE					
1) SEX: MALE						
2)	AGE: 38 YEARS					
3) UNMARRIED						
4)	HEIGHT: 170 CM					
5)	HOME TOWN:					
	NARA PREFECTURE					
6)	BIRTHDAY:					
	FEBRUARY 2, 1961					
	•					

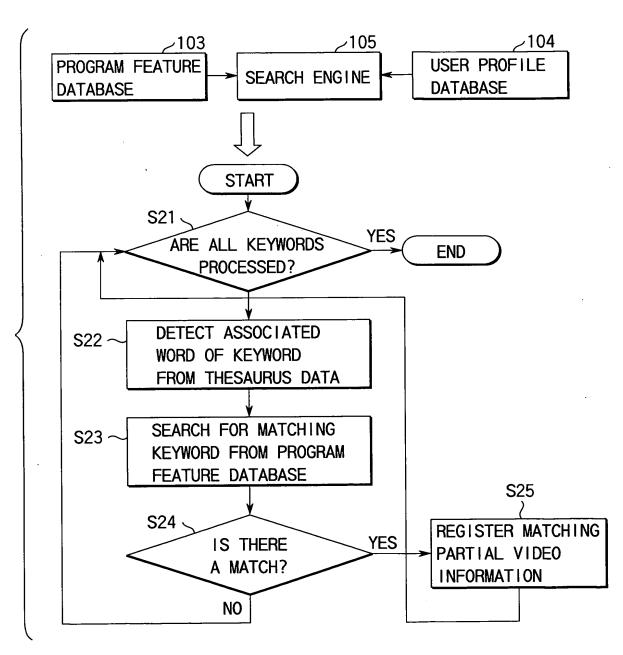
FIG. 2D

NEWS	TIME	KEYWORD		
	0:00 - 0:05	POLITICS		
	0:15 - 0:16	ECONOMY		
	0:23 - 0:25	WEATHER FORECAST		

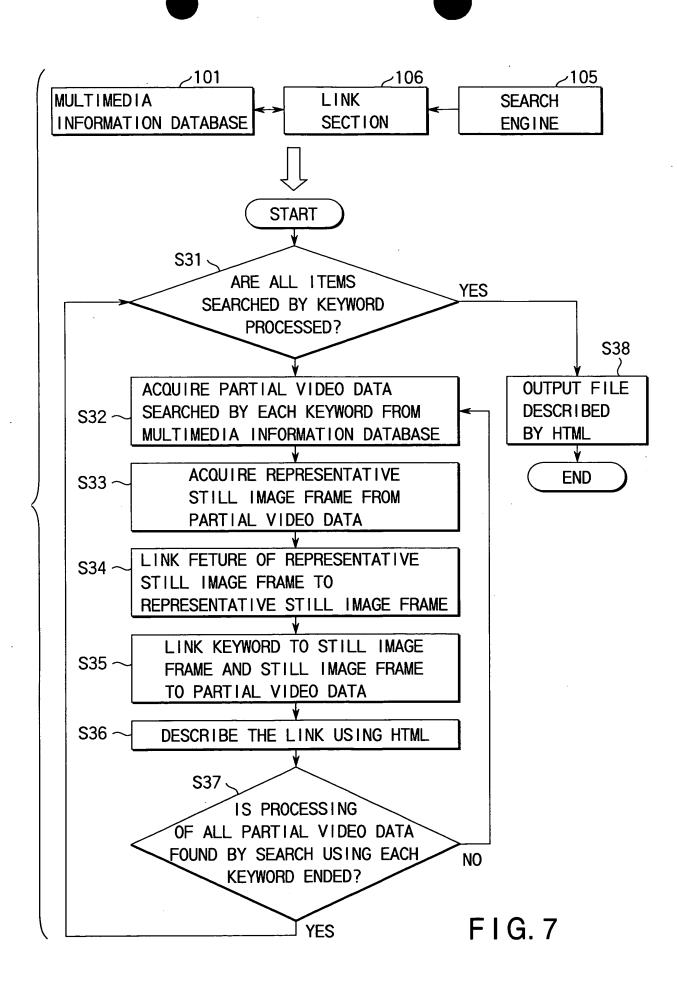
F I G. 4

USER PROFILE KEYWORD	TIME	THESAURUS KEYWORD
SHOPPING SHOPPING	0:00 - 0:05 0:20 - 0:23	DEPARTMENT STORE BAKERY
SHOPPING SHOPPING	0:27 - 0:29 0:10 - 0:20	SUPERMARKET BOOKSTORE

FIG. 6



F I G. 5



							
(P)		LIBRARY			CM		CM
	СМ	PARK (P)		,	CM	GOLF	? ⊙
BOOKSTORE	BOOK CD VI	SHOPPING	СМ	BANK	BANK **	FITNESS	
SUPERMARKET		JUNIOR SCHOOL			CM		СМ
ВАКЕВУ	中国 BAKERN 社 日	JUNIOR HIGH SCHOOL (P)		BUS STOP		DENTIST	
DEPARTMENT STORE			CM	STATION		HOSPITAL	0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0
	SHOPPING		PUBLIC FACILITY		TRANSPORTATION/ BANK		HEALTH/HOSPITAL

<u>Б</u>

PROGRAM VIDEO DATA

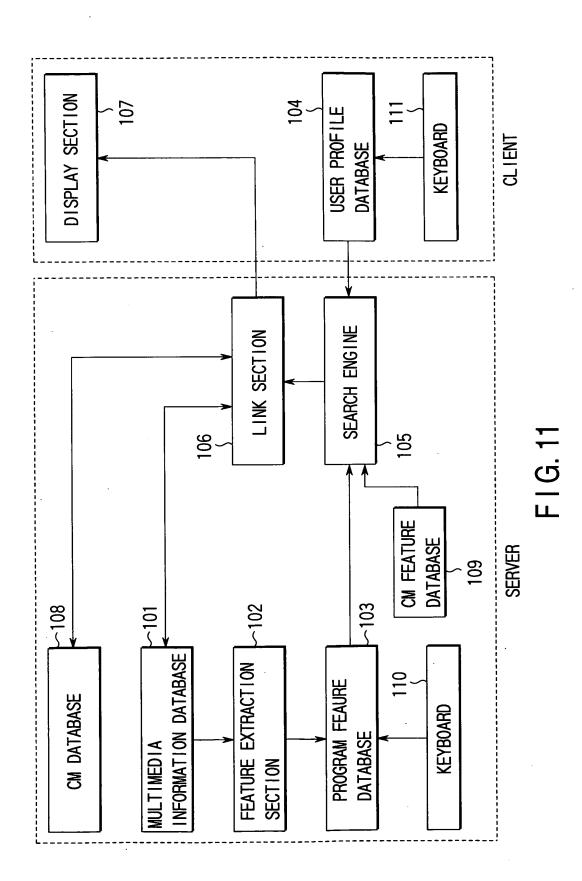
CM VIDEO DATA (BANNER ADVERTISEMENT)

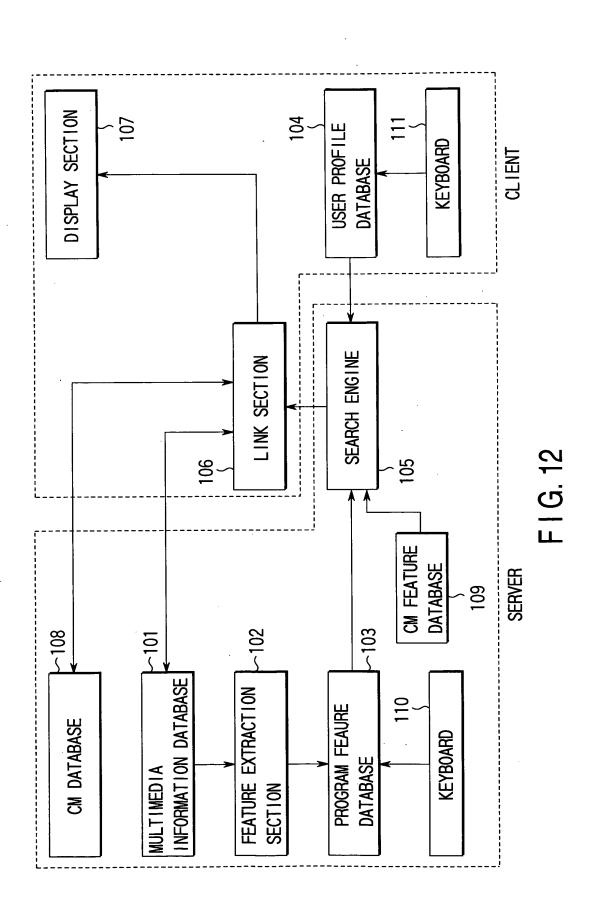
F I G. 9

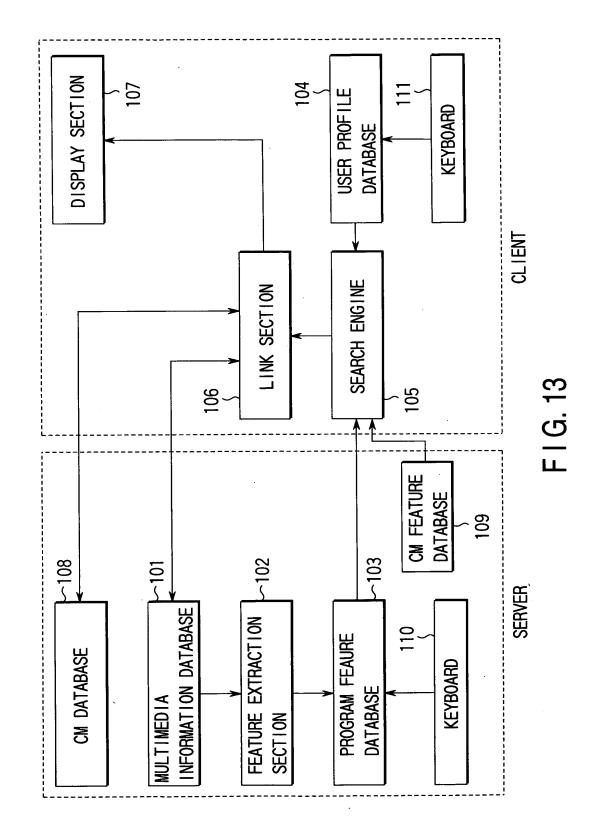
PROGRAM VIDEO DATA

CM
VIDEO
DATA

F I G. 10

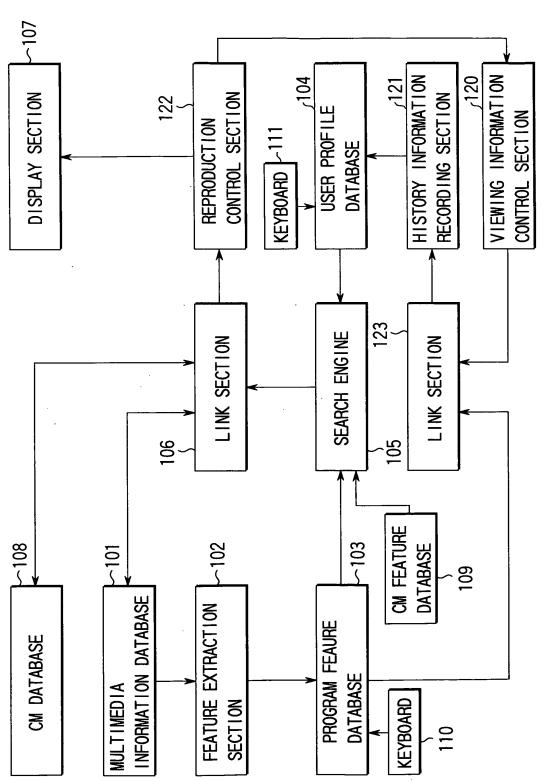




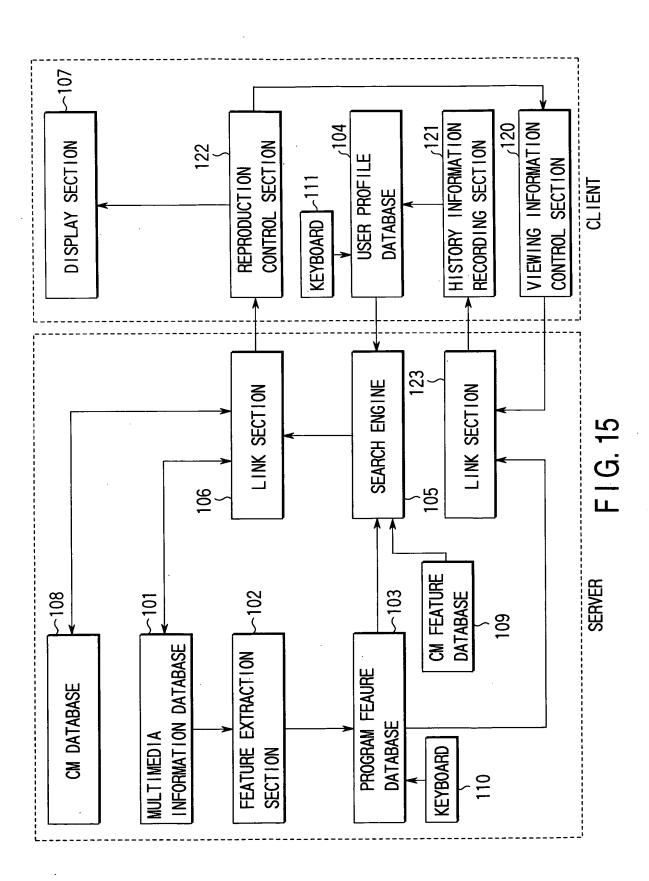


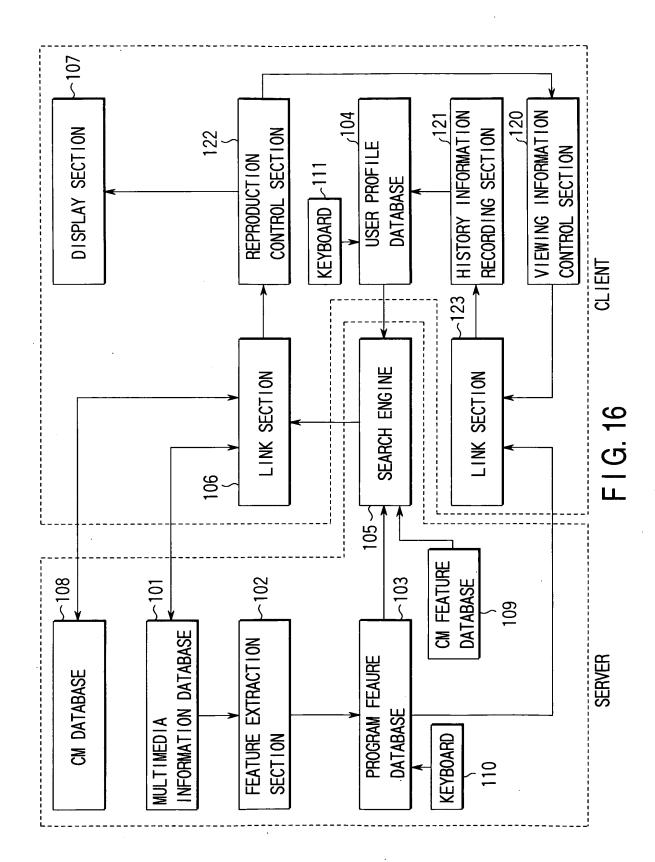
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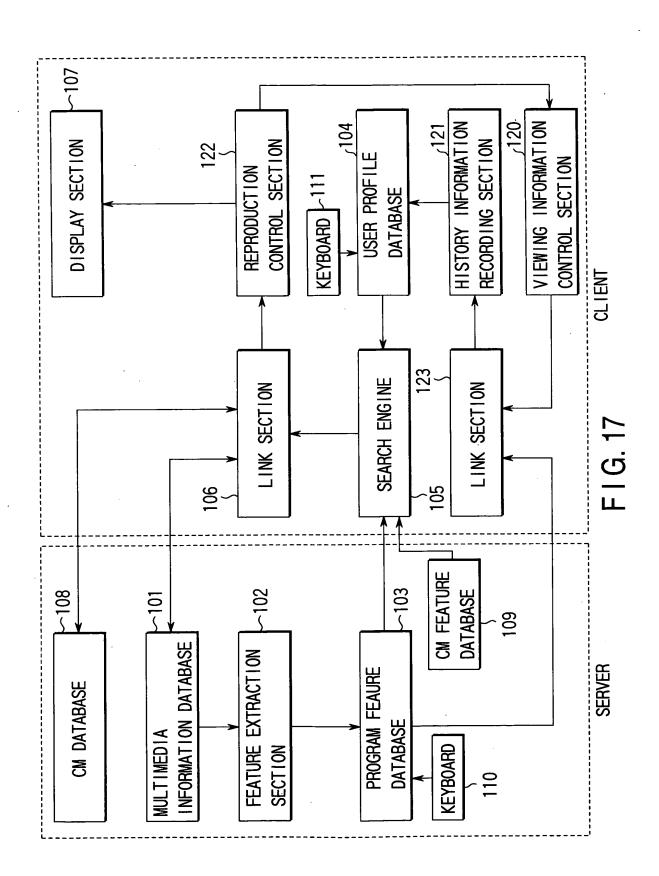


F1G. 14

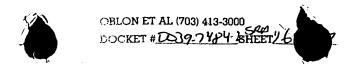


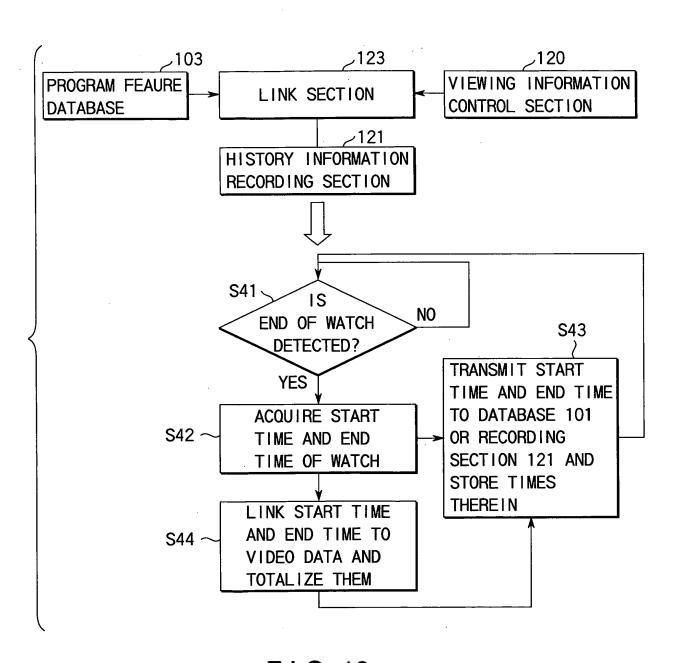


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F I G. 18

VIDEO ID=1203

WATCH 1 0:00-0:05WATCH 2

0:20-0:23WATCH 3

FIG. 19A

FIG. 19B

VIDEO I	D S	CENE	ID	FREQUENCY
1203 1204	4			3
1204	2			2
1203	5			1
1				

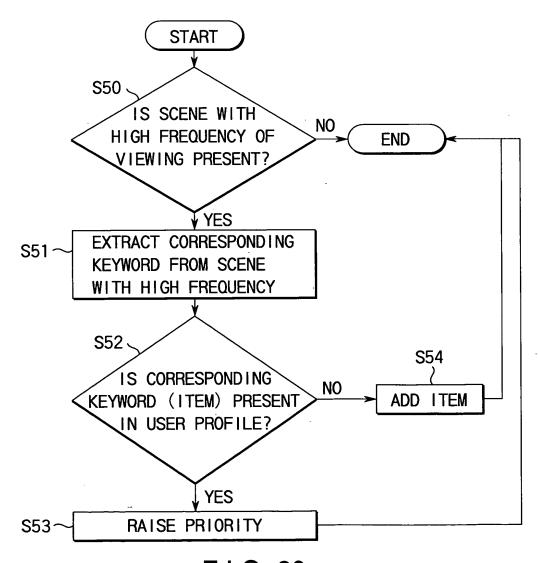


FIG. 20



